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Inside Information

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HAPPY NEW YEAR to all the readers of INSIDE INFORMATION. For those who are interested, we released 204 items through both the electronic mail and printed versions of this newsletter during 1987. Many of you either suggested or wrote these articles. We have appreciated the compliments and suggestions from many of you. Your comments are always welcome. --Editor

INSIDE INFORMATION is published for distribution to public affairs and information staff members of the U.S. Department of Agriculture, its agencies, State Departments of Agriculture and Land Grant Universities. Individual items are sent electronically throughout the month to offices on the agricultural information network on the Dialcom Incorporated computer system. These items are then printed at the end of the month for distribution to all offices, including those which do not have access to the Dialcom mail network. Any items, comments or inquiries should be sent to Denver Browning, Editor, Special Programs Division, Office of Information, Room 536A, U.S. Department of Agriculture, Washington, DC 20250, or send to Browning's Dialcom mailbox AGR209, or call at (202) 447-2058. Communicators with USDA agencies, Land-Grant Universities and State Departments of Agriculture are encouraged to submit items to the editor for inclusion in both the electronic and printed versions.

FLORIDA'S IFAS EDITORIAL DEPARTMENT SEEKS SEA GRANT COMMUNICATION COORDINATOR

The Editorial Department of the University of Florida's Institute of Food and Agricultural Sciences is seeking a section coordinator of the information and publications services of the Florida Sea Grant Program.

The coordinator will manage and implement a creative communications program for the sea grant program in public relations, printed and electronic media, audiovisual material development, exhibits and displays, editorial service and computer based educational materials.

Minimum qualifications for the position are a Master's degree in an appropriate area of specialization, or a Bachelor's in same and two years directly related professional work experience. Experience in the production of publications and other printed materials is preferred. Experience in the production of video materials and computer skills is desirable. Pay range for this class is \$23,170-\$41,700.

To apply, send a letter and resume by December 28, referencing Position #914690, to Steven Wing, Central Employment Center, Room 446 Stadium West, University of Florida, Gainesville, FL 32611. For additional information, contact JoAnn Pierce, IFAS Editorial Department, G022 McCarty Hall, University of Florida. Her Dialcom E-mail ID is AGC003, or call 904-392-1773.

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U.S. GOVERNMENT PRINTING OFFICE HAS NEW PROCEDURES FOR VERIFYING QUANTITIES

The U.S. Government Printing Office's (GPO) Quality Control and Technical Department has recently developed improved statistical weigh-counting procedures to be used in verifying quantities of customer-ordered products which are received at their delivery destinations.

These procedures are designed for your use and have proven successful in several instances to date. GPO will help you to determine your equipment requirements, adapt procedures to your particular situation, and help to train your people in the operation.

If your agency has a need to economically verify quantities of a particular order that your are receiving, contact Bob Cox, Superintendent, Departmental Account Representative Division, Washington, DC, on 202-275-2031.

12/11

OKLAHOMA STATE UNIVERSITY SEEKING DEPARTMENT OF AGRICULTURAL INFORMATION HEAD

Oklahoma State University has a position opening for Head of the Department of Agricultural Information.

The department head is responsible for the management of the programs, operations, and staff of the Agricultural Information Department, including support services for the teaching, research, and extension functions of the Division of Agriculture and the undergraduate program in agricultural communications.

The department head is a strong advocate of the land grant university, and promotes and maintains a cooperative relationship with newspapers, radio and television stations, magazines, and other communication media.

Qualifications include a Master's degree with appropriate professional experience. A doctorate in an appropriate area is desirable.

(more)

Persons wishing to apply should send an introductory letter, professional resume, and names of three references to: Carla Chlouber, Search/Screen Committee, Department of Agricultural Information, Oklahoma State University, Stillwater, OK 74078-0222. Telephone: 405-624-6886. Closing date in Feb. 4

12/11

WEST AFRICA RICE DEVELOPMENT ASSOCIATION SEEKS DIRECTOR OF COMMUNICATIONS

The West Africa Rice Development Association (WARDA) is looking for qualified applicants for the position of director of communications and training. WARDA is a member of the Consultative Group on International Agricultural Research system with a mandate to improve rice production in the sixteen West African Member Countries. It has its headquarters in Liberia, and research facilities in Senegal, Sierra Leone, Cote d'Ivoire, and Liberia.

Duties include responsibility for the development and implementation of all WARDA's communications and training programs. Other duties are responsibility for providing leadership to a staff involved in publications, documentation, public information, translation and training materials development, and a staff involved in planning and conducting degree-related and short course training programs, conferences, workshops, and seminars.

Qualifications include B.S. degree in agriculture or related field; M.S. or Ph.D. degree in agricultural communications, agricultural education, or comparable field of specialization; and specialized training or experience in the field of communications.

Applications should be sent to Director General, WARDA, P.O. Box 1019, Monrovia, Liberia. Closing date is February 28.

12/11

LAND BETWEEN THE LAKES PROFESSIONAL DEVELOPMENT SERIES INCLUDES COMMUNICATION

Land Between the Lakes (LBL) is conducting a series of professional development seminars between January 26 and August 2.

Included in the series on May 3-6, is a Communications Skills Seminar. The workshop, designed for interpretation, recreation, and natural resource management professionals, will focus on utilizing the power of your personality in oral presentation with lively audiovisual, graphic, and computer support.

The seminar will be conducted at a State resort park adjacent to LBL. Registration fee is \$175, and enrollment is limited to 40.

For further information, write: Coordinator of Professional Development, Land Between the Lakes, Tennessee Valley Authority, Golden Pond, KY 42231.

12/11

USDA/FDA CONFERENCES OFFERED LATEST ON FOOD SAFETY AND NUTRITION ISSUES

With a little help from their friends "Stevie" and the "Lettuce Patch Kids," USDA and FDA co-sponsored three conferences for journalists on food safety and nutrition in October in Washington, D.C., Denver, and Chicago.

"Stevie" is a small, leafy potted plant which has the potential to produce a natural sugar 300 to 400 times sweeter than cane or beet sugar. It is from Paraguay and is being grown experimentally at Colorado State University. The "Lettuce Patch Kids" were two baby rabbits that belonged to Phil Eastman of AMS. They were featured at the AMS exhibit on food grading.

(more)

"Nearly 220 journalists and information multipliers attended the 1987 Journalists' Conferences on Food Safety and Nutrition," said Ann Chadwick, USDA's Consumer Advisor.

Topics at the conferences included nutrition, diet, and health; monitoring food for residues; reducing risk of foodborne illness; biotechnology and the food supply; and food labeling and health claims. The Washington, D.C., conference also featured tours of ARS' National Arboretum and Beltsville Research Center.

"This is the fourth year we've held these conferences," Chadwick said. "We designed them to bring USDA and FDA policy makers, scientists, and experts to journalists who normally don't have access to them.

"The conferences provided opportunities for one-on-one interviews and an opportunity for the officials and the journalists to get to know each other better in a non-crisis situation," she said. USDA agencies again offered action-oriented exhibits during morning and afternoon breaks.

The "Lettuce Patch Kids" attracted attendees to the AMS exhibit where they could learn about grading and sample apples and grapes, which AMS grades. CSRS and the State Agricultural Experiment Stations featured a number of new foods, including the "Stevie" plant, which are being developed with Hatch Act funds. FSIS displayed the latest in food safety equipment for the kitchen -- thermometers, gel packs and acrylic cutting boards. HNIS offered to analyze attendees most recent meal for 27 nutrients and food components. ARS demonstrated two ways to measure the percentage of human body fat. FDA and ES demonstrated the ubiquitous presence of bacteria in the environment.

A variety of media representatives attended the conferences, ranging from THE WASHINGTON POST, READERS DIGEST, DES MOINES REGISTER, FOOD BUSINESS TV Network, NEW WOMAN MAGAZINE, GLAMOUR and C-Span to CBS-TV, FARM JOURNAL, THE NEW YORK TIMES, USA TODAY and BETTER HOMES AND GARDENS BOOKS. Freelance writers also attended, as well as reporters from food and nutrition newsletters.

Conference coordinators were Chadwick, Gloria Logan of FDA, and Marci Hilt and Sally Katt of USDA's Office of Information.

12/23

SECRETARY RICHARD LYNNG PRESENTER OF SATELLITE PRESS CONFERENCE TO FARM MEDIA

"This Year In Agriculture" was the topic for a satellite press conference feed to farm media on Tuesday, December 29, 1987, from 10:45 a.m. to noon, Eastern Time. Secretary of Agriculture Richard E. Lyng was the presenter. State land-grant universities and others wishing to downlink the message could take it from Westar IV, transponder 5 Direct.

12/23

FOUR REGIONAL BIOTECHNOLOGY INFORMATION CONFERENCES SCHEDULED FOR EARLY 1988

As a follow up to USDA's National Agricultural Biotechnology Challenge Forum held in Washington, D.C., last February, four regional information conferences have been scheduled.

The conferences will be held February 22-24 in Raleigh, NC, at the Sheraton-Crabtree Inn, March 28-30, in Reno, NV, at John Ascuaga's Nuggett Hotel, April 18-20 in New Brunswick, NJ, at the Hyatt Regency, and May 16-18 in Minneapolis, MN, at the Minneapolis-St. Paul Airport Hilton.

(more)

The principal target audience are journalists. Participants will include scientists, government officials, industry representatives, food processors, educators, and farmers and ranchers.

Conference topics will include: The roles of government as regulator and researcher, new research and technological applications, ethical considerations in biotechnology, and potential economic consequences of emerging technologies.

The conferences are jointly sponsored by USDA and North Carolina State University, Rutgers University, University of Minnesota, University of Nevada, and participating State Agricultural Experiment Stations, and Cooperative Extension Services.

For more information contact the Office of Public Liaison, Room 241-E, U. S. Department of Agriculture, Washington, DC 20250.

12/23

FORMER ALABAMA AGRICULTURAL EXPERIMENT STATION RESEARCH INFORMATION HEAD DIES

Edgar Leon McGraw, retired head of research information for the Alabama Agricultural Experiment Station at Auburn University, died Dec. 10, at the age of 70.

He had retired in 1982. He was best known for his accomplishments in disseminating research information during his 25 years in the Experiment Station's Department of Research Information, which he headed from 1968 until his retirement.

A long-time member of Agricultural Communicators in Education, McGraw served as ACE's secretary-treasurer and national headquarters coordinator and was currently director for the ACE Retirees Division.

12/23

USDA'S APHIS SEEKS TO USE 4-COLOR PROCESSING IN NEW INTERNATIONAL BROCHURE

Gary A. Wilson, director of the Administrative Services Division of USDA's Animal and Plant Health Inspection Service (APHIS), has been working with the USDA Office of Information's Publishing Division on using 4-color processing for a brochure on prohibited foreign plants, fruits, meats, and meat products.

The new brochure will be distributed overseas by APHIS personnel, cooperators in foreign governments, and various trade representatives.

For further information, contact Wilson at: 202-447-3955.

12/23

UNIVERSITY OF NEBRASKA NEEDS A PUBLICATIONS EDITOR AND A SCIENCE WRITER

The University of Nebraska has two openings in the Department of Agricultural Communications -- one for a Publications Editor and the other for a Science Writer.

The publications editor's duties will include editing publications; providing counsel and coordinating the preparation, printing and distribution of publications; counseling with staff and scheduling publications; keeping abreast of and evaluating new techniques and technologies in publication production; and training of staff in writing and editing of publications.

Basic requirements include a Bachelor's degree, preferably in journalism, with three years editorial experience.

(more)

The science writer will be responsible for identifying and developing news and feature articles reporting and interpreting research projects within the Institute of Agriculture and Natural Resources (IANR). Duties include gathering facts and background through interviews, travel and other means to write research-oriented stories for release through general and specialized media; securing approval of story drafts with sources; and rewriting and securing or providing effective visual or photo support for the stories.

Other duties include consulting with IANR research staff on communications matters and cultivating and maintaining liaison with target media; and sharing news and feature story ideas with department broadcast media personnel.

Requirements are a Bachelor's degree, preferably in journalism, with minimum of three years experience required in writing news or feature stories for newspapers, magazines or educational institutions.

For further information about either position, contact Gary L. Vacin, Head, Department of Agricultural Communications, University of Nebraska, Lincoln, Nebraska, 68583-0918. Telephone: (402) 472-2821. Dialcom mailbox: AGS1450. Applications for both positions are due January 22, 1988.

12/24

FORMER CHIEF OF CURRENT INFORMATION IN USDA'S SOIL CONSERVATION SERVICE DIES

Harold L. (Hal) Jenkins, retired chief of current information with USDA's Soil Conservation Service (SCS), died in Rockville, Md., Dec. 20, of congestive heart failure. He was 78.

Jenkins joined SCS in 1939 as an associate public information specialist in Dayton, Ohio, and later was head of a Pennsylvania regional information office. In 1954, he transferred to USDA's Agricultural Research Service in Washington, D.C., and a year later rejoined SCS as current information head. He held that post until retiring in 1969.

12/24

'AG A.M.' EDITOR IN USDA'S OFFICE OF INFORMATION DIES OF CANCER AT AGE 62

Boyce Clay Napier, a public affairs specialist in USDA's Office of Information, died Dec. 24, of cancer. He was 62.

Napier had worked at USDA for the last 12 years. For the past three years he had been the editor of "Ag a.m.," USDA's daily news summary.

Prior to joining USDA in 1975, Napier had worked for 12 years at the Cooperative Extension Service information office in Tucson, Arizona, and before that he was a reporter for the DALLAS TIMES HERALD. Napier was a native of Kentucky and a graduate of the University of Kentucky.

12/28

USDA FOREST SERVICE NEEDS SUPERVISORY EDITOR IN NORTHEAST PUBLICATIONS GROUP

USDA's Forest Service is seeking a supervisory editor, GM-1082-13, for its Northeast Publications Group.

For additional information, contact: Personnel Management, Forest Service U.S. Department of Agriculture, 370 Reed Road, Broomall, PA 19008. Telephone: 215-461-3008. Closing date for applications is Jan. 5.

12/29

USDA ELECTRONIC DISSEMINATION OF INFORMATION CONTINUES TO EXPAND

USDA's service for electronic dissemination of information (EDI) continues to show growing use by the public, especially by computerized information and news services. EDI, administered by the Special Programs Division in USDA's Office of Information through contract with Martin Marietta Data Systems, has entered its third year of service.

More than 3/4 of a million lines of USDA news and information were pulled by public users from the EDI service during the first two months of the new fiscal year (October and November). This amounts to about 28,400 pages of double-spaced copy!

Another 9,000 pages of copy were accessed by USDA agencies and State Cooperative Extension Services and some State Departments of Agriculture. Often USDA agencies are gaining quick access to other agencies' reports and releases, much sooner than waiting for delivery of the printed copies.

Information released by USDA's Foreign Agricultural Service is the most accessed information by the news services and other public users of EDI. About 240,000 lines of FAS information were pulled during October and November.

National Agricultural Statistics Service reports are next most popular with public users, with more than 200,000 lines accessed during the 2-month period. Market reports from the Agricultural Marketing Service were third, with nearly 125,000 lines accessed.

Other agencies releasing their reports and other current information via the EDI service, in descending order of amount accessed (generally paralleling amount of information loaded by the agency), were: Office of Information (mostly USDA national and regional news releases and "AG a.m." news summary), Economic Research Service, World Agricultural Outlook Board, Agricultural Stabilization & Conservation Service, Extension Service, Agricultural Research Service, and Food Safety & Inspection Service.

Dialcom Incorporated continued as the No. 1 user of USDA information released through the EDI service. More than 100,000 lines of USDA copy (not counting nearly 93,000 lines of AMS market reports) were transferred electronically from the EDI service on the Martin Marietta system to USDA ONLINE on the Dialcom system during October and November. And, indications are that the number of users of USDA ONLINE on the Dialcom system continues to grow.

Pioneer Hi-Bred International was the No. 2 user of the EDI service, pulling nearly 100,000 lines for distribution through its "Agribusiness USA" service via Dialog (on the Lockheed computer system).

Other large users of USDA news and information in October and November were AgriData Network, 48,200 lines; Data Resources Inc., 41,000 lines; AgNet (Univ. of Nebraska), 35,000 lines; Knight-Ridder Financial Wire, 16,400 lines; Nihon Keizai Shimbun News Service, 16,000 lines; Doane Information Systems, 12,800 lines; Iowa Farmer Today, 11,000 lines; and Oster (Pro Farmer) Communications, 6,400 lines.

Other public users, but not classified as "further disseminators," of the EDI service are: Agriculture Canada, Alberta Agriculture, Cargill, Continental Grain, Drexel Burnham, General Mills, E.F. Hutton, Leshner & Associates, National Cotton Council, Quaker Oats, Sparks Commodities, and W.R. Grace & Company.

For further information about the EDI service (and USDA ONLINE service), contact Russell Forte, Special Programs Division, Office of Information, USDA, Room 536-A, Washington, DC 20250. His Dialcom E-Mail ID is AGR205, and his Telemail ID is RFORTE. His telephone number is 202-447-5505.

CALENDAR OF UPCOMING COMMUNICATION EVENTS AND TRAINING OPPORTUNITIES**January 17-19:**

Communication Officers of State Depts. of Agriculture Annual Conference
Heatham Hotel, Portland, Oregon -- \$100 (\$115 after January 4)
Contact: Dalton Hobbs, Oregon Dept. of Ag. & COSDA Pres., 503-378-3773

January 18:

Council for Advancement & Support of Education
"Design Critique and Problem-Solving Workshop"
Hyatt Regency, Monterey, California -- \$190 (\$240 non-members)
Contact: Eve Schaefer, 202-328-5911

February 9-11:

Computer Aided Publishing '88 Conference & Exhibits
Sheraton Washington Hotel, Washington, D.C. -- \$395
Contact: CAP, 90 W.Montgomery Ave., #200, Rockville, MD 20850, 301-294-8710

February 17-18:

NYU/PRSA Public Affairs Management Seminars and Workshops
"Government Public Information Programs: Successful Strategies & Tactics"
"Thinking & Working Creatively in Public Affairs"
"Planning, Editing & Producing Successful Brochures & Pamphlets"
Hyatt Regency, Washington, D.C. -- \$545 for each 2-day workshop
Contact: New York Univ. School of Continuing Education, 212-682-1435

February 18-19:

International Association of Business Communicators "Insights '88" Seminars
on "Internal Communication," "External Communication,"
"Communication Management" and "Marketing"
Westin Galleria, Houston, Texas
Contact: IABC, 870 Market St., #940, San Francisco, CA 94102, 415-433-3400

April 26-27:

NYU/PRSA Public Affairs Management Seminars and Workshops
"Management Strategies for Senior Public Affairs & PR Professionals"
"Marketing Strategies for Public Affairs & PR Professionals"
"Computerizing Public Affairs & PR Programs"
Hyatt Regency, Washington, D.C. -- \$695 for first one, \$595 other two
Contact: New York Univ. School of Continuing Education, 212-682-1435
(NOTE: Several workshops are offered by NYU/PRSA in New York City; if
interested, call 212-682-1435 for schedule.)

May 10-12:

Ninth National Online Meeting
New York, New York
Contact: Learned Information, Inc., 609-654-6266

July 10-13:

Second Quadrennial Agricultural Communicators' Congress
J.W. Marriott Hotel, Washington, D.C.
Contact: Paul Weller, Agri-Washington, 202-745-1994